

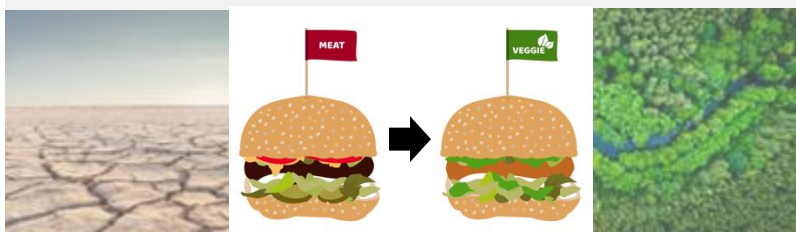
Consumer acceptance of different protein sources for meat alternatives: A multinational study

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1 Motivation and Contribution to Sustainable Food Systems

Replacing meat with meat alternatives has both **environmental as well as animal welfare benefits**. Despite the rapid expansion of the market for meat alternatives in recent years, consumption rates remain relatively low.



To facilitate the acceptance of meat alternatives, it is essential to gain a better understanding of consumer preferences.

2 Method

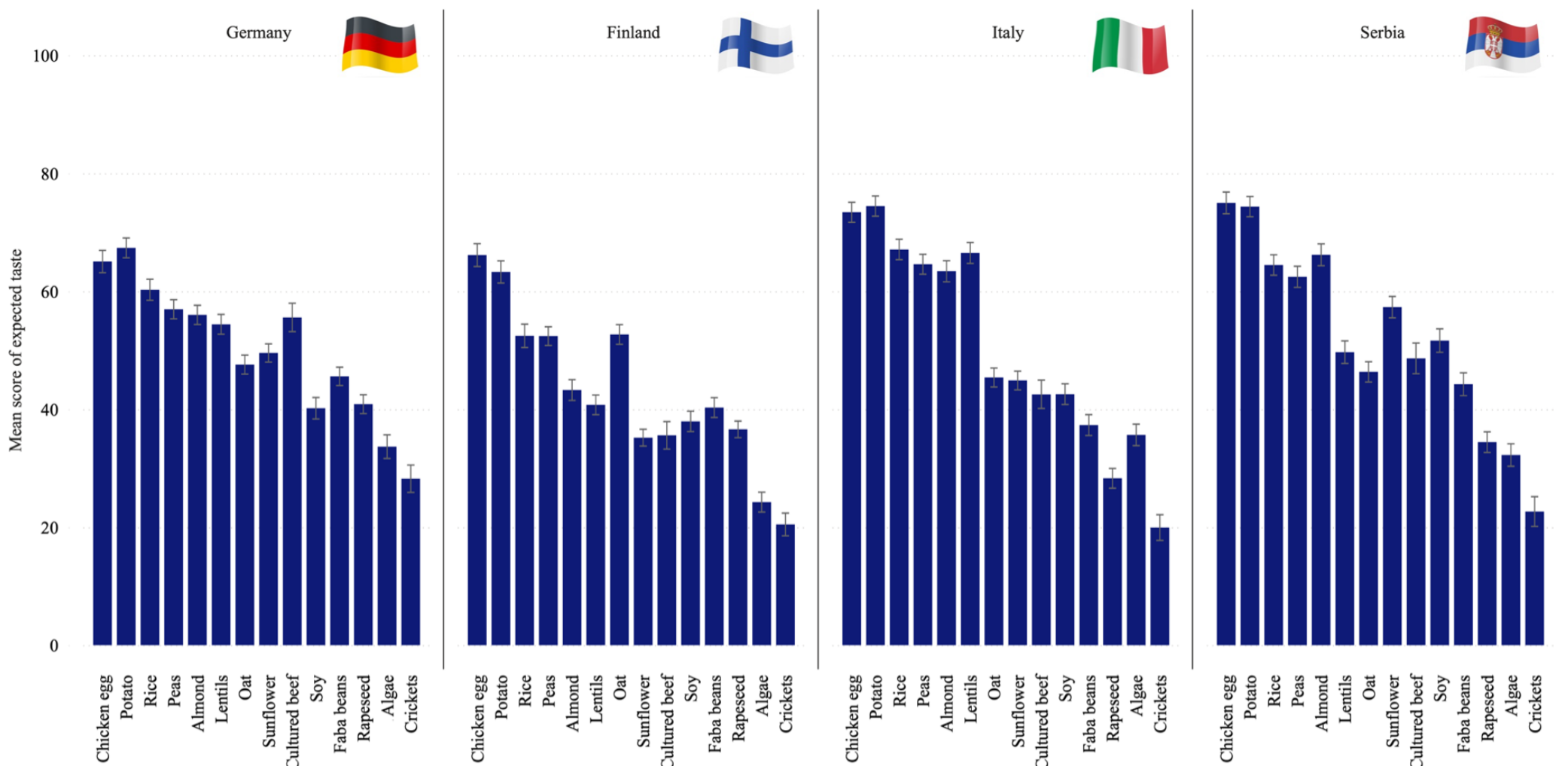
What are the most promising protein sources for meat alternatives based on consumer acceptance in Germany, Finland, Italy, and Serbia?

- Online survey in the four European countries (N = 1953)
- 14 protein sources were evaluated based on expected taste, healthiness, and environmental friendliness



3 Findings

Figure 1. Comparison of the expected taste ratings of protein sources in Germany, Finland, Italy, and Serbia. Note: Non-overlapping confidence intervals indicate significant differences of means within country samples ($\alpha < .05$).



- **Potato, rice, and peas** were the most accepted protein sources for meat alternatives among European consumers.
- Unfamiliar sources, including insects, algae, and cultured meat, were perceived less favorably.

